Will new uniforms help a gym's business?

The problem:

We are the owners of famous gym-chain. Lately, we have seen a fall in renewals. The question here is why there is a fall in the renewal? In exit interviews, customers say: staffs are dressed generically, so it's hard to ask for help when needed.

When a customer sees a staff in uniform, they feel that they may get better quality of service, they will be more comfortable working with them. Also, people believe that someone wearing a uniform is more productive.

The potential solution:

We can address this issue by changing the staff's uniforms to something more conspicuous.

The method of testing the solution:

Let’s consider two branches of a gym.

In one branch (say x), we will provide uniform to staffs. In another branch (say y) the staff will be dressed generically. The variable of interest is renewals rate in both gyms.

We will compute the renewals for two months before the study and compare it to the renewals in both gyms for two months during the study.

If renewals in the next two months increases by 10% for x, we can conclude that providing new uniform is effective and do it for other branches. If renewals in the next two months increases in x, but by less than one standard deviation, observe for two more months before deciding. If renewals didn’t increase in the next two months then we can drop the plan to provide new uniforms to all gyms.